

CTIS Research Seminar Series 2020-2021, 17/11/2020

Audiovisual translation: new hybrid transfer modes, new research approaches

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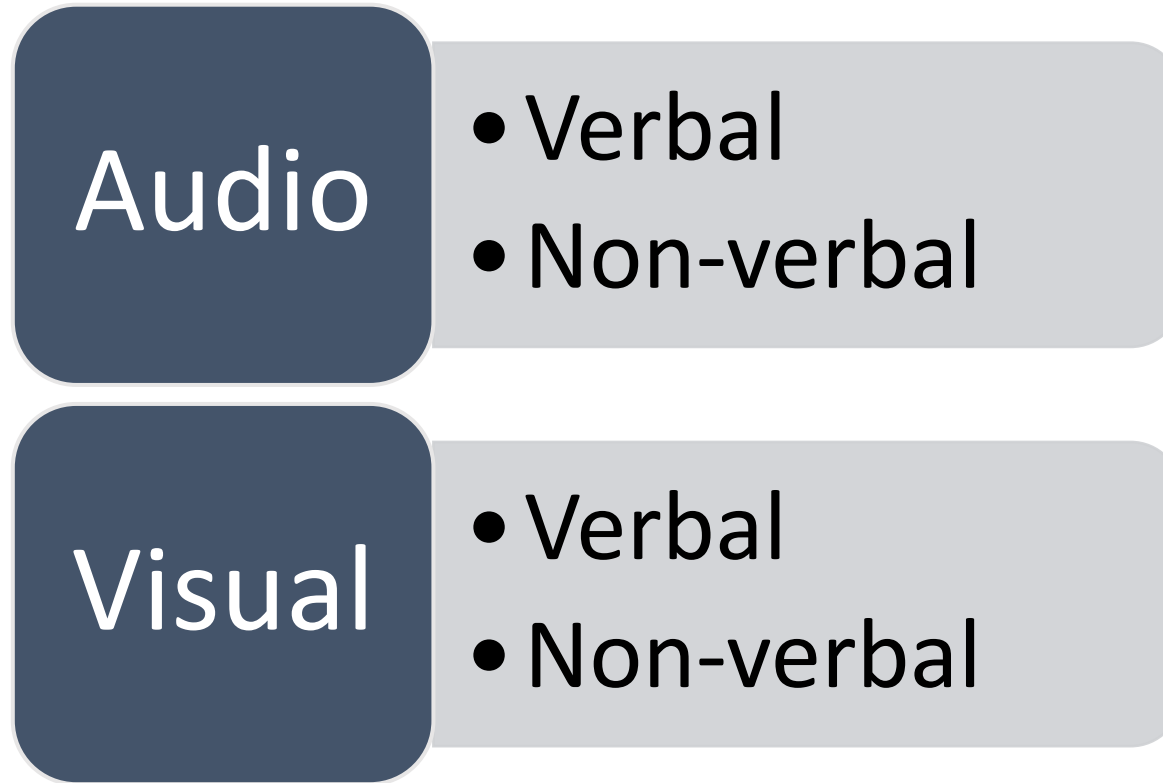
Universitat Autònoma de Barcelona



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TRANS
MEDIA
CATALONIA

Audiovisual translation



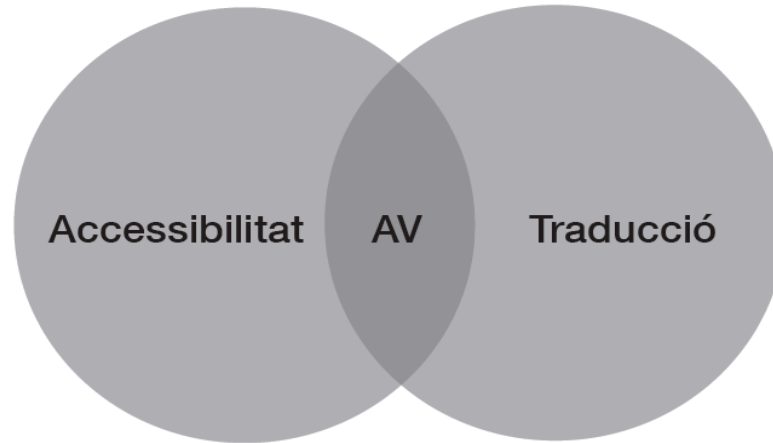
Audiovisual transfer modes

Add or replace: audio	Add or replace: visuals
<ul style="list-style-type: none">• Dubbing• Voice-over• Interpreting (oral languages)	<ul style="list-style-type: none">• Subtitling (in its different forms)

+ media accessibility

Add or replace: audio	Add or replace: visuals
<ul style="list-style-type: none">• Dubbing• Voice-over• Interpreting (oral languages)• <i>Audio description</i>• <i>Audio subtitling</i>	<ul style="list-style-type: none">• Subtitling (in its different forms such as <i>SDH</i> or <i>respeaking</i>)• <i>Sign language interpreting</i>

Audiovisual translation / accessibility



Accessibilitat i traducció audiovisual

Àrea Matemàtica



Bona Edició
Universitat d'Alacant
Universitat d'Alacant de Barcelona
Universitat Jaume I
Universitat Pompeu Fabra
Universitat de València
Universitat de València - Universitat Cardener de Catalunya

This presentation

1. Can current audiovisual access services/transfer modes be merged with the concept of "easy-to-understand language"? >> The EASIT project
2. Can we open new research approaches in existing audiovisual access services/transfer modes? >> The RAD project.

TransMedia Catalonia

<https://grupsderecerca.uab.cat/transmedia/>

Research projects / educational projects

Project on (audiovisual) translation/accessibility, moving towards projects in which accessibility is integrated

Wider view of accessibility: social, migration, etc.

New hybrid transfer modes



Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September August 2021



Easy-to-understand language:

- Plain Language
- Easy-to-read Language / Easy language

Simplification to enhance comprehension for the intended readers.

PL

Source:

<https://www.plainlanguage.gov/>

Plain language (also called plain writing or plain English) is communication your audience can understand the first time they read or hear it.

The [Plain Writing Act of 2010](#) [↗](#) defines plain language as:

Writing that is clear, concise, well-organized, and follows other best practices appropriate to the subject or field and intended audience.

Language that is plain to one set of readers may not be plain to others. Material is in plain language if your audience can:

- Find what they need
- Understand what they find the first time they read or hear it
- Use what they find to meet their needs

There are many techniques that can help you achieve this goal. Among the most common are:

- Reader-centered organization
- “You” and other pronouns
- Active voice, not passive
- Short sentences and paragraphs
- Common, everyday words
- Easy-to-follow design features (lists, headers, tables)

We’ve developed [templates](#), [checklists](#), and in-depth [writing guidelines](#) to help you develop communications in plain language.

Student Loans

This example was created for training and is not official agency text.

✗ Before

The student applicant should submit an official copy of his or her transcript, two letters of recommendation from professors, a statement of financial need, and a short biographical statement to our grants office by April 15.

✓ After

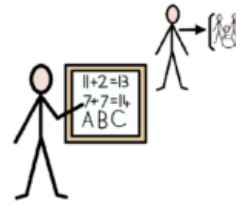
To apply, submit the following items to our grants office by April 15:

- An official copy of your transcript
- Two letters of recommendation from professors;
- A statement of financial need; and
- A short biographical statement.

Source: <https://www.plainlanguage.gov/examples/regulations/student-loans/>



Click on a word which is in **blue and bold** to read what it means.



“On souffle dans ton dos” is an **NGO** in Belgium.

“On souffle dans ton dos” means “We blow in your back”.

The NGO helps children with disabilities to be included in mainstream school.



Christine Dufour is the founder of the NGO.

She has a daughter with **intellectual disabilities**.

Her name is Lisette.



Inclusion Europe did an interview with Christine Dufour.

She spoke about how **inclusive education** is good for everyone.

Source:
<https://www.inclusion-europe.eu/inclusive-education-interview-christine-dufour-etr/>



Can we create easy-to-understand

- subtitles?
- audio descriptions?
- audiovisual content (eg. audiovisual news)?

Is it feasible? Is it needed?

If so, how can we train these new professional profiles? (Erasmus + > educational projects)

Consortium



UNIVERSITÀ
DEGLI STUDI DI TRIESTE

UniversidadeVigo



1. State of the art: training and practice.
2. How to transfer easy-to-understand language into the audiovisual world?
3. New professional profiles? What skills?
4. How to train them?
5. What educational content is needed?
6. How to certify training?

IO 1 (UNITS)



Training and practice in Europe

- 1/9/2018-31/3/2019
- Map the situation in Europe.
- Survey: 128 participants.

pagines.uab.cat/easit/en/content/output-1





Questionnaire addressed to experts in E2U content: trainers, writers, translators and validators/advisors.

Multilingual, easy-to-understand format.

Results: 128 participants, 74% female, 41-60 years old, 66% BA/MA from fields related to language and communication.

Working as trainers (44%), translators (41%), writers (39%), and validators/advisors (30%).



NGO (26%), university (20%), freelancers (15%), public Institution (13%), and other.

45% part-time, 33% full-time, 22% volunteers, mostly working for the last 5 years (recent profile)



E2R (56%), PL (16%), both (26%)

Printed (84%), digital (63%), **audiovisual (including interpreting) (13%)**

Public administration (39%), education (37%), cultural and literature (26%)

Work alone but importance of working with end users (71%)



Training received (72%), mainly outside academia, and with a focus on E2R (62%).

Over 60 hours, based on guidelines (80%).

Skills and competences: target group, E2R guidelines, language and linguistics.

IO 2 (SDI München)

Recommendations for AV content

- 01/10/2018-31/04/2019
- Can we create subtitles, AD and audiovisual news which are easier to understand?

Result:

pagines.uab.cat/easit/en/content/output-2

4 discussion groups with 18 experts.

23 interviews





E2U subtitles: yes, but...

- How to keep synchronicity?
- How to keep/go beyond existing guidelines?
- How to cater for the needs of diverse users?
- Possibilities of multimodal environments? (click, AST)
- Degree of simplification? ("Since 1970 Swedish television has done easy-to-understand subtitles. The target group back then were persons with SL as first language".)
- Genres?



Figure 1. SDH Subtitles

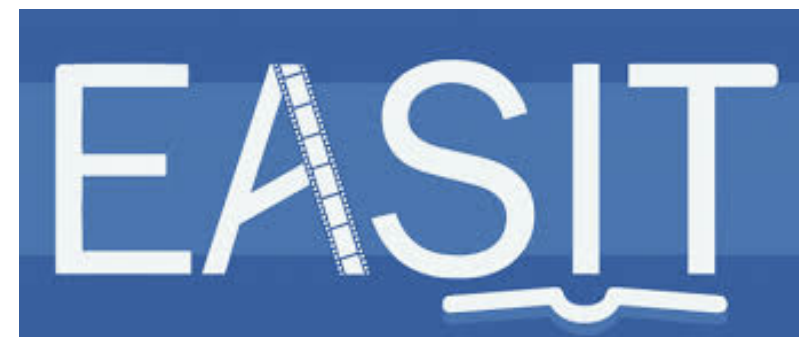
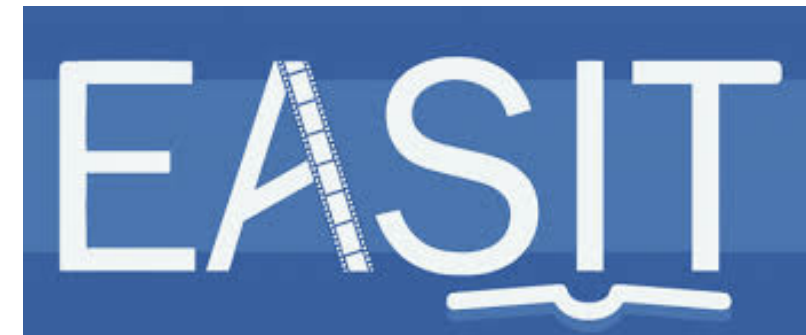


Figure 2. E2R Subtitles

Source: <http://www.e-revistas.uji.es/index.php/monti/article/view/4455/3778>





E2U AD: oh well, yes, but no, but...

- What if the dialogues are difficult to follow? Differences between genres (audioguide versus film AD)?
- Is this really AD?
- How to cater for different user needs?
- Extended AD?
- Easy-to-listen?

And the third dedicated YouTube channel will be devoted to making the competition accessible to those with cognitive disabilities. To that end, KAN is working with Shira Yalon-Chamovitz, the head of the Israeli Institute for Cognitive Accessibility, a partnership between Agudat Ami and Ono Academic College.



“What we’re going to be doing at the Eurovision is what we call simultaneous simplification,” said Yalon-Chamovitz in an interview this week. “We translate in real time into plain language. In this case, for the Eurovision, we’re going to be translating the English spoken into plain and understandable Hebrew.”

Eurovision in Israel

<https://www.jpost.com/israel-news/a-eurovision-broadcast-accessible-to-all-589173>

Such a service, she said, is designed for a wide range of people, including those with intellectual disabilities, people with learning disabilities, people with dyslexia who can’t read the Hebrew subtitles, some individuals on the autistic spectrum and a portion of the elderly population.

AMÁS Fácil adapta los audios explicativos de la obra “La autora de las Meninas”, que Teatro Accesible pone en escena el 14 de mayo en Barcelona

4 mayo, 2017 / en Actualidad / por admin grupoamas



“Ven a ver esta obra de teatro, la vas a entender”.

<https://www.grupoamas.org/amas-facil-adapta-los-audios-explicativos-de-la-obra-la-autora-de-las-meninas-que-teatro-accesible-pone-en-escena-el-14-de-mayo-en-barcelona/>



E2U audiovisual news...

- For adults, not for children.
- Already existing in some countries, i.e. Sweden.
- Complexity of dealing with news which are already summarised.
- Daily news as a very relevant genre.

IO 3 (VIGO)

“Skills card”

- Experts in:
 - Easy-to-understand subtitles
 - Easy-to-understand audio description
 - Easy-to-understand audiovisual journalism

IO 3 (VIGO)

“Skills card”

- Unit 1. Media accessibility
- Unit 2. Easy-to-understand language
- Unit 3 a / b / c (specialisation)
- Unit 4. The profession.

<https://pagines.uab.cat/easit/en/content/output-3>

IO 4 (SDI)

Curriculum definition

- MOOC
- University course

<https://pagines.uab.cat/easit/en/content/output-4>

IO 5 (UAB)

Educational content creation

- Video lectures
- Other videos
- Additional materials
- Reading list
- Tasks

Open access



EASIT

Cannot see the images

- Touch tour
- Audio introduction

An audio introduction is a short text that provides additional information

2:44 / 7:07



U1 E3 Sample The right to understand UAB YOUTUBE

IO 6 (UAB)

Certification

<https://pagines.uab.cat/easit/en/content/output-6>

<http://pagines.uab.cat/easit/>

Online Multiplier Event 27 enero. Free.

facebook

@EASITproject



#EASITproject



New approaches

- Research on audio description from a wide array of perspectives



- Opera and videogames
- Translating into less research languages in AD
- Prosody

pagines.uab.cat/rad

PGC2018-096566-B-I00 (MCIU/AEI/FEDER, UE)

RAD: prosody

Voices in AD:

“encouraged to use a particularly neutral way of speaking”

“a neutral delivery has come to be recognized as the norm”
(Fryer 2016: 88)

“voicing must be neutral with appropriate intonation”
(Spanish standard)

WHAT DOES IT MEAN?

Prosody in AD



Descriptive study based on VIW corpus: <https://pagines.uab.cat/viw/>

The Project

The Film: WHW

The Corpus

Researchers

Contribute

Research

Contact

The Film: WHW

"What Happens While", a short film directed by Núria Nia.

The Project

The Film: WHW

The Corpus

Researchers

Contribute

Research

Contact

The Corpus

The VIW corpus is made up of audio descriptions in different languages of the same short film, and it incorporate a **search engine** (forthcoming). It currently includes 10 professional audio descriptions in English, 10 professional audio descriptions in Spanish and 10 professional audio descriptions in Catalan. All 30 audio descriptions were commissioned to professionals, who were remunerated. It also includes 10 audio descriptions in Spanish and 7 audio descriptions in Catalan made by students (text only, not recorded audio/video files). We hope to expand it in the near future with more audio descriptions. You are invited to read the section "Contribute".

Audio and video files with audio description by professional describers

English Catalan Spanish

Text files of audio descriptions by students

Catalan Spanish

ACCESS TO THE CORPUS SEARCH ENGINE

All materials are also available at UAB's open access repository: <https://ddd.uab.cat/record/147267>.



All materials generated by the project are available at [UAB open access repository](#), including the [director's commentary](#) (in Catalan).

Film in English Film dubbed into Spanish Film dubbed into Catalan

RAD: prosody

Voices in CAT, ES, EN:

- duration/speed
- intensity/volume
- pitch

Perception study:

what is a neutral voice?

select neutral/preferred voice (different pairs)

RAD: prosody

- Preferences ES
 - Male voices: high pitch, lowest volume and low speech rate are preferred.
 - Differences between sighted participants and PSL only for female voices: PSL prefer the voice with the lowest pitch, a low speech rate and a high volume, whereas sighted participants prefer the voice with the highest pitch, the highest volume and a slightly higher than average speech rate.
- Neutrality and preferences ES, CAT, EN, under analysis.
- Neutrality: accent, prosody, pitch, emotion, etc.

Sharing knowledge

Media Accessibility Platform

<http://mapaccess.org>

Welcome to MAP (beta version)

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

[Read more](#)

PROJECTS

Understanding Media Accessibility Quality

Project duration **2017-2019**

Leading Institution **Autonomous University of Barcelona**

Funding bodies **European Commission**

Modalities **Media Accessibility**

LATEST NEWS

02/10/2018 **Languages and the Media programme online**

23/04/2018 **MAP as media partner of 12th Languages and The Media conference**

23/04/2018 **12th Languages and The Media Conference - Berlin 2018**

08/03/2018 **UMAQ conference: programme online**

04/11/2017 **A new Collection of Movies with video-description**

19/10/2017 **EU one step closer to Accessibility Act**

October 2018						
Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

PUBLICATIONS

Audiodescrição Didática

Type **PhD thesis** Year **2016**

Author(s) **Elton Luiz Vergara Nunes**

Modalities **Audio Description**

TRAINING COURSES

Cursos de Audiodescrição

Course Type **Professional training course**

Institution **Azimuth e-Learning** Year **2017-2018**

Modalities **Audio Description**

EVENTS

XXXVIII Semana do Tradutor

Type **Conference** City **São José do Rio Preto, SP**

Date **24/09/2018, 25/09/2018, 26/09/2018, 27/09/2018, 28/09/2018**

Modalities **Audio Description, Sign Language Interpreting, Subtitling for the Deaf and Hard of Hearing**

Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

[Read more](#)



LEGISLATION, STANDARDS AND GUIDELINES

Об утверждении Государственной программы о социальной защите и содействии занятости населения на 2016–2020 годы

Type **Legislation** Year **2016**

Authoring **Government of Belarus**

Country **Belarus**

ГОСТ Р 57891-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ. ТИФЛОКОММЕНТИРОВАНИЕ И ТИФЛОКОММЕНТАРИЙ. Tiflokommentirovanie and tiflokommentariy. Terms and Definitions

Type **Standards** Year **2017**

Authoring **Pavel Obiukh, Sergey Van'shin, Federal State Unitary Enterprise "Russian Scientific-**

Forthcoming events

ARSAD: <http://jornades.uab.cat/arsad/>

EASIT event: 27 January (free!)

M4ALL: <https://jornades.uab.cat/media4all9/>

Disclaimer

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